CLAIMS

1   1.   A method for service specific notification comprising the steps of:

2   defining at least one service,

3   defining happenings related to each service,

4   listing recipients, recipients defined as users or other parties designated to receive

5   messages,

6   associating the recipients with each services,

7   defining and associating contact information with each of the recipients,

8   composing specific messages for one or more of the recipients in response to one

9   or more of the happenings occurring, and

10   in response to the occurrence of a happening, sending out the associated specific

11   messages to the associated recipients via the contact information.

1   2.   The method as defined in claim 1 further comprising the steps of:

2   subscribing and un-subscribing a user to one or more services, wherein the un-

3   subscribed user is prohibited from being associated with those services.

1   3.   The method as defined in claim 1 wherein the step of defining and associating

2   contact information includes the steps of associating a message delivery means, device,

3   and scheduled times with the recipients.

1   4.   The method as defined in claim 1 further comprising the step of:

2   recording of messages delivered, happenings, times, means for delivery and de-

3   vice for delivery of the messages to the recipient.

1   5.   The method as defined in claim 1 further comprising the step of:

2   determining if the message is not received, and, in response thereto, re-sending

3   the message. and

4   re-sending the message via different means and to different devices.

6.   The method as defined in claim 1 further comprising the step of:

billing for the use of the service.

7.   The method as defined in claim 1 further comprising the step of:

defining a set of privileges,

authorizing users one of more of these privileges, and

authorizing an administrator to exercise the privileges of the user and the privi-

leges to create and edit messages, to change the privileges afforded to a user, to manage

members of a service, and to track delivery of messages to recipients.

8.   The method as defined in claim 7 wherein the set of privileges includes logging

in, creating a member, deleting a member, enabling/disabling members, editing a mem-

ber, creating an event, tracking deliveries, and assigning privileges to members.

9.   The method as defined in claim 1 further comprising the step of:

creating a database with a single central record of each user's contact information,

wherein the contact information.

10. The method as defined in claim 1 further comprising the step of defining user and

administrator interface templates and message delivery templates.

11.   The method as defined in claim 10 wherein the step of defining user interface

templates comprises the steps of creating and editing the presentation pages' background

colors; text colors; text size and fonts; design elements; logos and links; and the sub-

stance of the information presented on each presentation page.

12.   The method as defined in claim 10 wherein the step of defining the message de-

livery template comprises the steps of creating and changing the look and feel of the

communications to the users and recipients, wherein the look and feel includes a com-

pany logo to a facsimile, adding specific customer information, layout appearance ele-

5   ments, links to customer web sites, and recording audio and video as appropriate to the

6   messages.

1   13.   The method as defined in claim 1 further comprising the steps of:

2   writing an application program resident in a customer's computer system,

3   wherein the application program generates a triggering message to the service,

4   entering the occurrence of a happening into the customer's computer system,

5   in response, the customer's computing system triggers the service by sending the trig-

6   gering message with information enabling the service to send out the corresponding spe-

7   cific messages to the listed recipients and users.

1   14.   A service specific notification system comprising:

2   means for defining at least one services,

3   a list of happenings related to each service,

4   a list of recipients, recipients defined as users or other parties designated to re-

5   ceive messages

6   means for associating the recipients with each service,

7   contact information associated with each of the recipients,

8   specific messages associating one or more of the recipients with one or more of

9   the happenings,

10   in response to the occurrence of a happening, means for sending out the associ-

11   ated specific messages to the associated recipients via the contact information.

1   15.   The system as defined in claim 14 further comprising:

2   means for subscribing and un-subscribing a user, wherein the un-subscribed user

3   is prohibited from being associated with those services.

1   16.   The system as defined in claim 14 wherein the contact information comprises

2   means for associating a message delivery means and device with the recipient.

1 17. The system as defined in claim 14 further comprising:

2   a record of messages, happenings, time, means for delivery and device for deliv-

3 ery of the message to the recipients.

1 18. The system as defined in claim 14 further comprising:

2   means for determining is the message is not received, and, in response thereto, re-

3 sending the message, and

4   means for re-sending the message a programmable number of times, and re-

5 sending the message via different means and to a plurality of devices.

1 19   The system as defined in claim 14 further comprising:

2   means for billing for the use of the apparatus.

1 20. The system as defined in claim 14 further comprising:

2   a set of privileges, wherein the user is authorized to exercise one of more of these

3 privileges, and

4   an administrator, wherein the administrator is authorized to exercise the privileges

5 of the user and to create and edit messages, to change the privileges afforded to a user, to

6 manage members of a service, and to track the delivery of messages.

1 21. The system as defined in claim 20 wherein the privileges include logging in, cre-

2 ating a member, deleting a member, enabling/disabling members, editing a member, cre-

3 ating an event, tracking deliveries, and assigning privileges to members.

1 22. The system as defined in claim 14 further comprising:

2   a database with a single central record of each user's contact information, wherein

3 the contact information is related to messages and to the happenings.

1 23. The system as defined in claim 14 further comprising user interface templates and

2 message delivery templates.

1 24. The system as defined in claim 23 wherein the user defined templates comprise

2 means for creating and editing the presentation pages' background colors; text colors;

3 text size and fonts; design elements; logos and links; and the substance of the information

4 presented on each presentation page.

1 25. The system as defined in claim 23 wherein the message delivery template com-

2 prises means for creating and changing the look and feel of the communications to the

3 users and recipients, wherein the look and feel includes a company logo to a facsimile,

4 adding specific customer information, layout appearance elements, links to customer web

5 sites, and recording audio and video as appropriate to the messages.

1 **26.** The system as defined in claim 14 further comprising:

2 an application program resident in a customer's computer system,

3 wherein the application program generates a triggering message to the service,

4 an occurrence of a happening, the occurrence entered into the customer's computer sys-

5 tem, in response,

6 means for sending, by the customer's computing system, the triggering message

7 with information enabling the service to send out the corresponding specific messages to

8 the listed recipients and users.

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